

# Gather Rapid Feedback on Outcomes








Effective change efforts gather rapid feedback on whether their strategies are *starting* to make a difference in their outcomes, and use this feedback to guide decision-making about whether to continue, adapt, or scale up efforts.

Consider different methods (see examples below) for gathering rapid feedback on whether strategies are starting to bring about your outcomes.

Consider which methods are most feasible and relevant, and work with stakeholders to share data on an ongoing basis to help the collaborative learn and adapt quickly.

**TIP:** Engage organizations and stakeholders across the community in helping to gather rapid feedback on the strategies.

**TIP:** Take advantage of existing meetings and interactions to gather feedback data

Methods for Gathering Rapid Feedback	Examples:
 <b>Conversations</b> Use when you need in-depth, detailed information, or when you need to describe your questions to help respondents answer	Ask questions in/during: <ul style="list-style-type: none"> <li>• regular meetings, gatherings</li> <li>• service interactions</li> <li>• Small (focus) group conversation</li> <li>• One-on-one interviews</li> <li>• Photovoice</li> </ul>
 <b>Surveys</b> Use when you need numbers/counts or statistical analysis to answer your questions	<ul style="list-style-type: none"> <li>• Resident surveys given through direct service interactions</li> <li>• Questions added to intake forms</li> <li>• Staff surveys</li> <li>• Questions added into planned community surveys</li> <li>• Questions on social media</li> </ul>
 <b>Observations</b> Use if what you are trying to learn about can be easily observed, and/or if people may not be able to accurately describe the change because they want your approval or are biased in other ways.	<ul style="list-style-type: none"> <li>• Community audit to track conditions of physical structures (grocery stores, fast-food restaurants, playgrounds with broken swings) and/or patterns of individual behaviors (e.g., people engaging in physical activity, driving cars, interacting with neighbors, etc.).</li> <li>• Immersion in stakeholder activities</li> </ul>
 <b>Impact Assessments</b> Use to learn whether/how current efforts or policies are impacting health equity outcomes	<ul style="list-style-type: none"> <li>• Health Impact Assessments</li> <li>• Health Equity Impact Assessment</li> <li>• Racial Equity Impact Assessment</li> </ul>
 <b>Existing Data Sources</b> Use if you have or can access data that already exists to answer your question	<ul style="list-style-type: none"> <li>• Datasets, open data sources</li> <li>• Policy records</li> <li>• Meeting minutes</li> <li>• News media content</li> <li>• Evaluation reports</li> <li>• Website analytics</li> </ul>

## Assess Shifts in Equity Outcomes

Track whether your efforts are starting to close the gap between groups with the best and worst outcomes.



### Example Facilitation Questions:

- To what extent are we seeing the gap between groups with the best and worst outcomes getting small over time?
- To what extent are our efforts (and relevant changes in community conditions) contributing to these changes?

**TIP:** Engage residents experiencing targeted inequities to help analyze and interpret data using their lived experiences.

### TIP: Use disaggregated line graphs to track progress on equity

*Longitudinal line graphs can be a useful tool for understanding these changes over time.*

#### Example:

The graph below shows an outcome over time for three demographic groups (blue line = White, red line = African American, green line = Hispanic). The black line shows when the intervention started.

- **What we can observe:** White residents started with best outcomes in 2013 compared to African American and Hispanic groups. After the intervention in 2015, all three groups improved their outcomes, although the Hispanic group improved faster than the other groups. The African American group improved the least over time compared to the other groups.
- **What conclusions can we draw?** The outcome gap between the Hispanic group and White group has narrowed over time. However, there still remains a large outcome disparity gap between the African American group and the other groups.
- **Next Critical Questions:** Why did the Hispanic group's outcomes improve more compared to other groups? Why did the African American group's outcomes improve less than other groups?

